

## Utility LED Programs

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### Role of ENERGY STAR LEDs

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We change the way  
people use energy™

We change the way people use energy™

# Role of ENERGY STAR Brand

- Energy Efficient lighting programs have seen revolutionary changes over the many years of their existence. We have seen lighting technology advance over the years by leaps and bounds. LED technology has brought additional savings and significant lifetime increases over CFLs.
- During this time, there has been one constant in all EE Lighting programs, ENERGY STAR certification was the main qualifier for products to be included in programs.
- It also allowed programs to filter out those substandard products that do not meet the ENERGY STAR testing criteria.
- This has helped to drive the energy efficiency market to new levels and has been instrumental for keeping higher quality and well tested products in the programs.

# Available Products

## There is now a new kid on the block.....



- Many retailers have begun to introduce a value line of LEDs
- Response to customers that were looking to purchase an LED but were concerned about cost
- These customers were less concerned with other attributes such as dimmability, omni-directionality, etc.

# Available Products

## There is now a new kid on the block.....

- Retailers were now able to meet that need
  - Customers that wanted an LED
  - Low cost
  - A product that looks like a traditional lightbulb
  - A product that turns on as soon as they flip the switch





Let's compare....

# What's the difference?



- ← 8.5 Wattage? → 10
- ← 20K Lifetime? → 25K
- ← NO Omni-directional? → YES
- ← NO Dimmable? → YES
- ← NO ENERGY STAR Certified? → YES
- ← 800 Lumens? → 800



**\$2.44 EACH**

Price?

**\$5.88 EACH**

# What's the difference? CFL vs. Energy Star LED



More saving.  
More doing.



**\$1.75 EACH**

← 14	Wattage?	→ 10
← 10K	Lifetime?	→ 25K
← YES?	Omni-directional?	→ YES
← NO	Dimmable?	→ YES
← 800	Lumens?	→ 800
← YES	ENERGY STAR Certified?	→ YES
	Price?	



**\$4.99 EACH**

# What's the difference? CFL vs. Value LED



More saving.  
More doing.



**\$1.75 EACH**

← 14	Wattage?	8.5 →
← 10K	Lifetime?	10K →
← YES?	Omni-directional?	NO →
← NO	Dimmable?	NO →
← 800	Lumens?	800 →
← YES	ENERGY STAR Certified?	NO →

Price?



**\$2.49 EACH**

# Specifics



More saving.  
More doing.

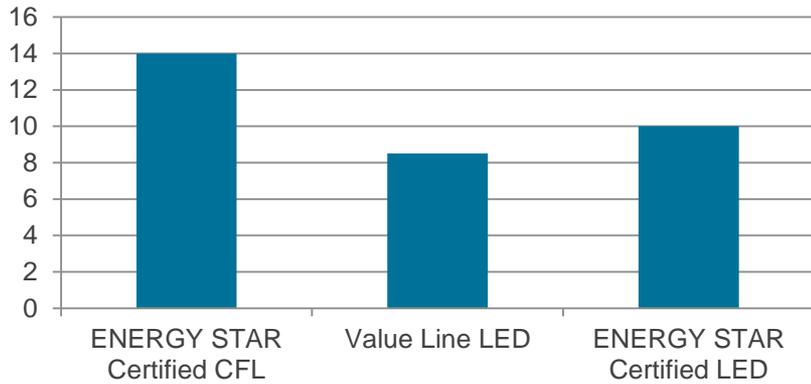


## DETAILS

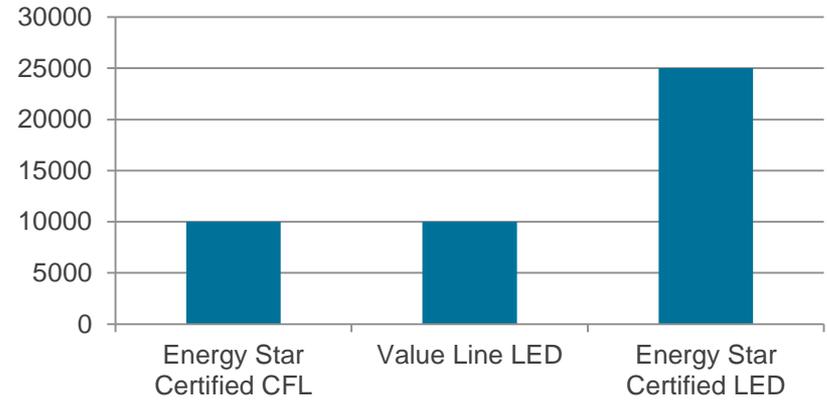
Actual Color Temperature (K)	2700	2700	2700
Average Life (hours)	10000	10000	25000
Color Rendering Index	82	80	80
Dimmable	No	No	Dimmable
Light Bulb Shape Code	T2	A19	A19
Light Output (lumens)	800	800	800
Lighting Technology	CFL	LED	LED
Watt Equivalence	60	60	60
Wattage (watts)	14	8.5	9
ENERGY STAR Certified	Yes	No	Yes
Price each	\$1.75	\$2.50	\$4.99

# Let's compare....

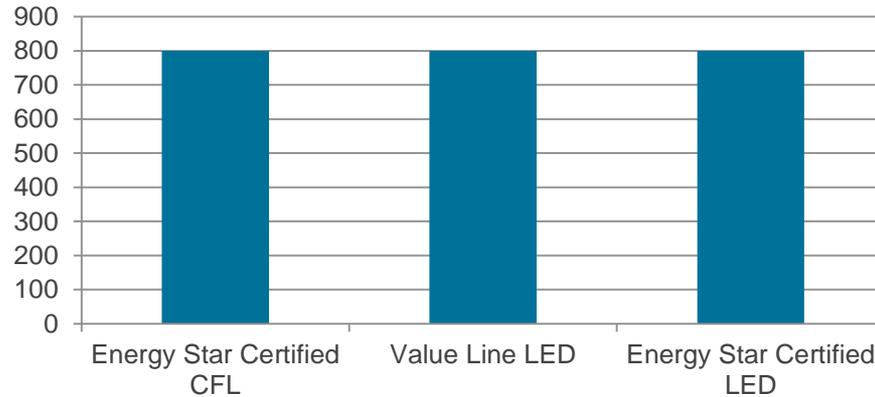
## Watts



## Lifetime

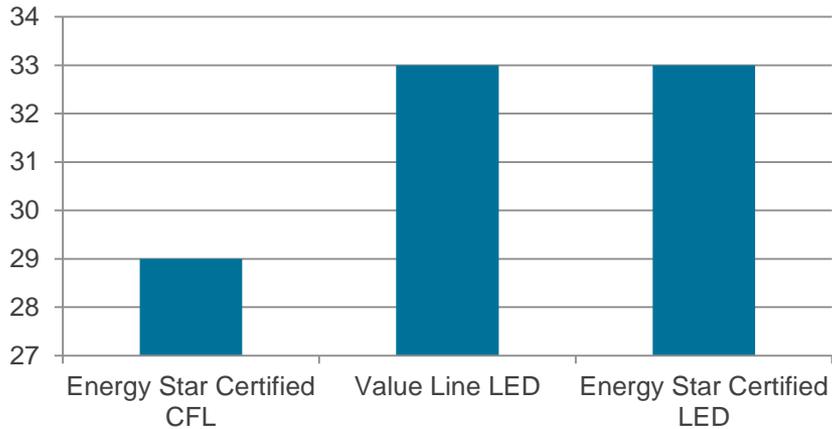


## Lumens

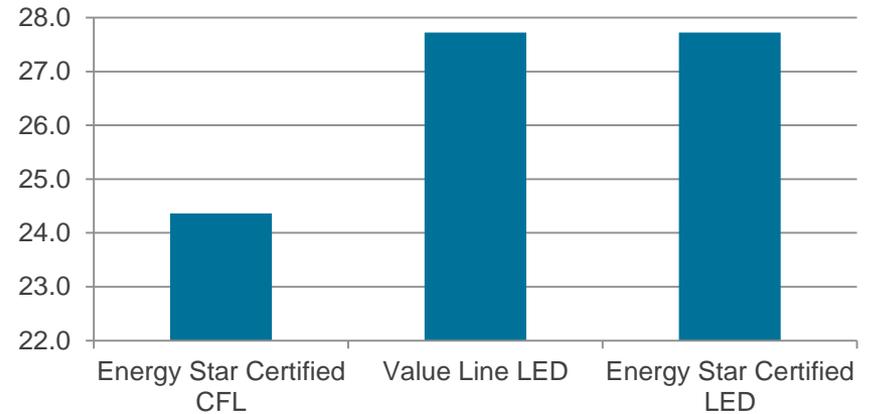


# Starting to see a pattern?

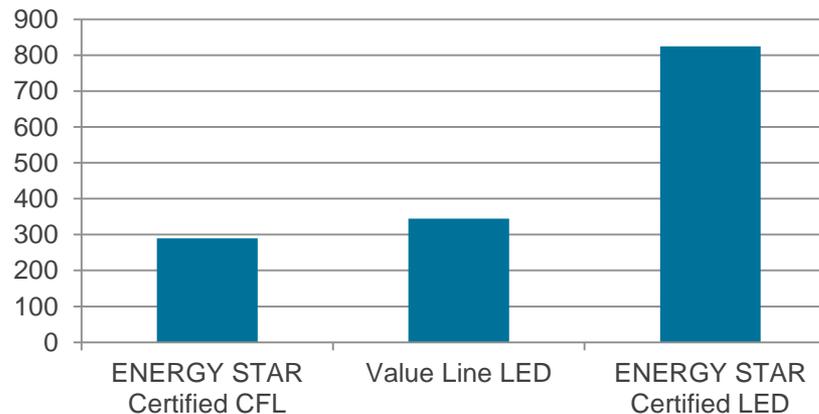
## Delta Watts



## Annual Savings



## Lifetime



Does the customer need a  
Good, Better, Best choice?

# With this new product, are we now in a good, better, best scenario?



## DETAILS

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# General Consumer Questions During Purchase Decision

Customer needs:



General Questions	CFL	VALUE LED	ENERGY STAR CERTIFIED LED
Is it energy saving?	✓	✓	✓
Appearance (does it look like a light bulb?)		✓	✓
Does it come on when I flip the switch?		✓	✓
I want the lowest cost	✓		
I want a dimmable bulb			✓
It needs to be ENERGY STAR Certified	✓		✓
I'm concerned about mercury		✓	✓
	GOOD	BETTER	BEST

# General Consumer Questions During LED Specific Purchase Decision

Customer needs:

LED ONLY	VALUE LED	ENERGY STAR CERTIFIED LED
I want an LED at the lowest cost	✓	
I want a dimmable bulb		✓
I want it to be fully Omni-directional		✓
It needs to be ENERGY STAR Certified		✓ 
I want an LED but I don't really want to pay more for a 22 year life	✓	

# Why is ENERGY STAR still relevant?

- High Brand Recognition
- Stringent test procedures and quality criteria/specifications
  - Value LED does not currently have a certification spec
  - Value LEDs meet or exceed the current ENERGY STAR CFL Specifications
- Fully Omni-directional LED
- Highest level of required lifetime for LEDs
- ENERGY STAR Certified LEDs meet the needs of the customer that wants a full option bulb
- Currently the only certification allowed in virtually all Utility Programs across the country

# Stay Tuned.....



Questions?